Key Functionalities

OrderShare provides an all-inclusive platform for efficient food ordering. Users do not need to interact with external apps, payment systems or portals. This section highlights key functionalities that accomplish this, along with how they relate to gains by user personas.

**In-app purchasing**

Before a customer makes their first order, they add their credit/debit card details into the system. When the order is completed, the customer is billed through OrderShare. This allows OrderShare to provide additional services such as applying deals automatically, providing tracking notifications, social media integration and saving previous orders. This solution also enables ‘one-click-ordering’, where the customer does not need to enter their card details for each transaction. As Louise expresses, she wants to ‘save time’ and ‘be able to complete an order in a few restaurants quickly’. If she were to create multiple orders at different restaurants, she would have to enter her post code, find available branches, create orders, enter address and payment details. OrderShare solves all of these problems with a single click.

**Wide Selection of popular restaurants**

By aggregating multiple restaurants and deals into a single app, users can easily compare and contrast the local offering based on their location. The application already knows where the user is located via GPS, so the postcode does not need to be entered. This directly corresponds to Francesca’s, Thomas’ and Louise’s gains, who say that they want to ‘discover the best deals available’. Moreover, once more user data is collected, OrderShare can suggest restaurants to users, or let them know if any new ones are opened. Especially Thomas claims that he is bored of ordering food from the same places, and does not have the time to check menus and deals for each restaurant around.

**Payment Sharing**

The main competitive advantage of OrderShare is its ability to easily split the costs on large orders automatically without user intervention. As mentioned in the Business Story, OrderShare includes functionalities such as Private Orders, Public Orders and the option for users to pay for each other. This allows large groups of people to make complex orders and take advantage of deals that would otherwise be too time-consuming to calculate by hand. For example, Louise states that ‘her family never agrees on what they want to eat’. Today, even most children have their own mobile phones. This allows parents to create a private order, add their children to it and let everyone in the family decide on what they want to eat independently.

The true power of OrderShare reveals itself once users like Stefan can take advantage of deals they would otherwise be out of their reach. By creating a public order, Stefan is allowing other users to join in on his order, eliminating delivery fees and embracing deals that require the value of an order to be above a certain threshold. Once Stefan creates the order, users in the local vicinity subscribed to the same restaurant and collection spot get a notification and can join it. The collection spot is a predetermined safe location where the food is delivered. The system automatically adds the details of the order to the driver’s delivery instructions, allowing him/her to know how to pass the meals along. Collection spots work especially well in larger communities, such as university dorms, apartment buildings and offices. Like Thomas explains, he would like to get cheap food delivered to his office- OrderShare could accomplish that on a whim.